

NEWMARKET.

MarketView Summary Report

February 2024

2024 NEWMARKET SNAPSHOT

Month	Spend	Transactions	Av. transaction value
January	\$55.9M	854,897	\$65.36
February	\$56.9M	872,858	\$65.21
March			
April			
May			
June			
July			
August			
September			
October			
November			
December			
Total	\$113.0M	1,735,925	\$65.08



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2024 COMPETITORS - SPEND

Month	Newmarket	YOY	Ponsonby	YOY	Parnell	YOY	Takapuna	YOY	Pukekohe	YOY
January	\$55.9M	-11.9%	\$22.6M	-8.3%	\$12.7M	-8.9%	\$15.5M	-1.8%	\$56.8M	+4.2%
February	\$56.9M	-2.4%	\$24.0M	-0.2%	\$14.5M	+5.2%	\$15.4M	-1.1%	\$55.1M	+4.8%
March										
April										
May										
June										
July										
August										
September										
October										
November										
December										
Total	\$113.0M	-7.3%	\$46.7M	-4.1%	\$27.2M	-1.9%	\$30.9M	-1.5%	\$111.9M	+4.5%

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2024 COMPETITORS - TRANSACTIONS

Month	Newmarket	Ponsonby	Parnell	Takapuna	Pukekohe
January	854,897	440,891	224,914	366,547	880,282
February	872,858	472,746	266,895	374,164	867,628
March					
April					
May					
June					
July					
August					
September					
October					
November					
December					
Total	1,735,925	916,309	491,820	740,154	1,747,910

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2024 COMPETITORS – Av. TRANSACTION VALUE

Month	Newmarket	Ponsonby	Parnell	Takapuna	Pukekohe
January	\$65.36	\$51.31	\$56.57	\$42.16	\$64.54
February	\$65.21	\$50.76	\$54.33	\$41.28	\$63.46
March					
April					
May					
June					
July					
August					
September					
October					
November					
December					
Total average	\$65.08	\$50.99	\$55.35	\$41.72	\$64.01

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2024 NEWMARKET QUARTER

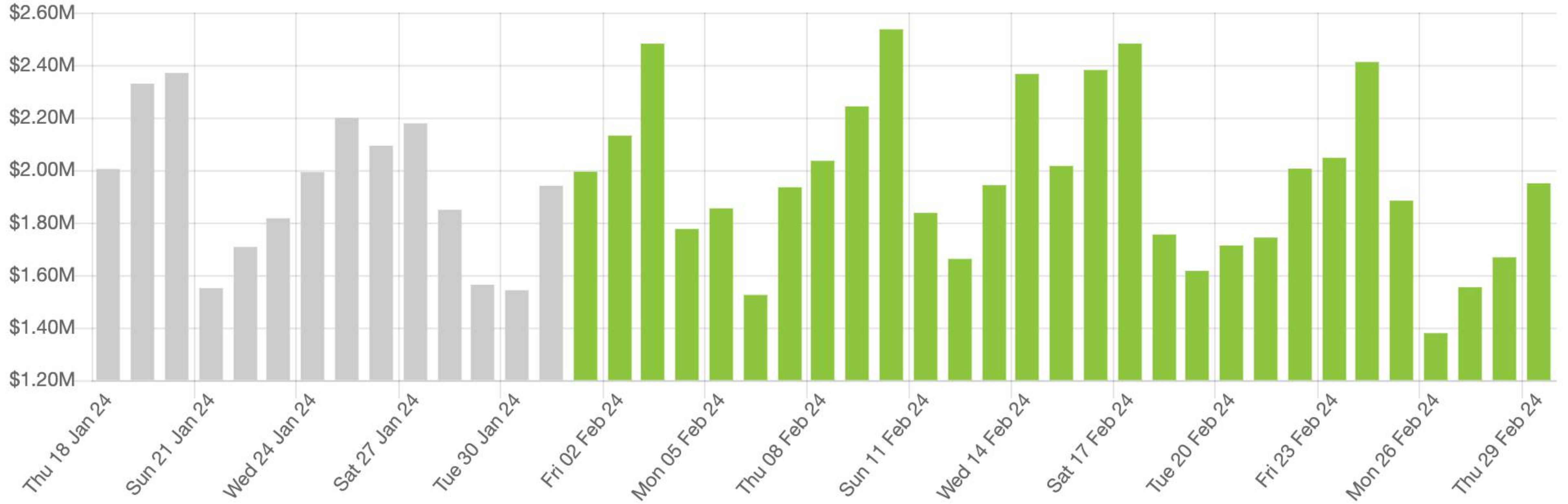
Quarter	Spend	Transactions	Av. transaction value
Jan/Feb/Mar*	\$113.0M	1,735,925	\$65.08
Apr/May/Jun			
Jul/Aug/Sep			
Oct/Nov/Dec			
Total*	\$113.0M	1,735,925	\$65.08

*Jan & Feb data only. March to come

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NEWMARKET DAILY SPEND – FEBRUARY 2024



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NEWMARKET DAILY AVERAGE SPEND

	Feb-24	Jan-24	Dec-23	Prev 3 months	Prev 6 months	Prev 12 months
Saturday	\$2,477,493	\$2,086,270	\$3,107,167	\$2,599,299	\$2,764,926	\$2,862,654
Sunday	\$1,812,557	\$1,573,611	\$2,332,064	\$1,938,845	\$1,995,642	\$2,043,484
Monday	\$1,627,612	\$1,412,532	\$1,809,627	\$1,600,894	\$1,635,822	\$1,633,951
Tuesday	\$1,683,242	\$1,664,955	\$2,808,025	\$2,022,296	\$1,890,465	\$1,827,936
Wednesday	\$1,927,720	\$1,906,114	\$2,654,696	\$2,143,095	\$2,059,964	\$1,998,386
Thursday	\$1,999,835	\$1,989,820	\$3,124,909	\$2,342,930	\$2,291,275	\$2,253,593
Friday	\$2,200,338	\$2,088,972	\$3,134,909	\$2,525,522	\$2,537,915	\$2,454,460

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NEWMARKET MONTHLY SPEND

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
2014	No record	No record	No record	\$46.1M	\$51.5M	\$46.6M	\$47.9M	\$49.2M	\$46.1M	\$47.8M	\$54.2M	\$67.3M	\$456.7M
2015	\$43.2M	\$44.8M	\$51.4M	\$50.6M	\$55.6M	\$50.4M	\$49.8M	\$50.0M	\$47.7M	\$49.7M	\$53.3M	\$69.4M	\$615.9M
2016	\$45.4M	\$49.4M	\$52.8M	\$54.3M	\$53.7M	\$50.4M	\$50.3M	\$49.1M	\$47.4M	\$51.9M	\$52.8M	\$69.3M	\$626.8M
2017	\$45.7M	\$46.6M	\$52.8M	\$47.9M	\$54.3M	\$48.4M	\$50.2M	\$49.1M	\$49.8M	\$46.9M	\$51.3M	\$62.2M	\$605.2M
2018	\$42.1M	\$38.8M	\$42.0M	\$38.5M	\$43.1M	\$40.2M	\$40.3M	\$39.5M	\$39.3M	\$40.1M	\$43.7M	\$50.4M	\$498.0M
2019*	\$35.4M	\$37.2M	\$42.4M	\$38.0M	\$42.7M	\$41.3M	\$39.5M	\$42.4M	\$43.2M	\$50.9M	\$65.0M	\$82.7M	\$560.8M
2020	\$53.1M	\$54.8M	\$45.7M	\$5.6M	\$42.1M	\$62.4M	\$65.9M	\$32.0M	\$58.6M	\$63.3M	\$67.8M	\$85.9M	\$637.3M
2021	\$54.7M	\$47.9M	\$55.5M	\$62.2M	\$67.4M	\$66.4M	\$69.1M	\$35.5M	\$12.7M	\$24.1M	\$55.9M	\$90.8M	\$642.4M
2022	\$57.0M	\$48.9M	\$55.9M	\$63.2M	\$68.3M	\$68.2M	\$69.1M	\$64.9M	\$66.5M	\$69.7M	\$78.7M	\$95.8M	\$806.1M
2023	\$62.0M	\$57.1M	\$68.1M	\$64.0M	\$67.1M	\$65.9M	\$64.1M	\$64.5M	\$62.9M	\$63.7M	\$70.8M	\$84.5M	\$799.9M
2024	\$55.9M	\$56.9M											\$113.0M

2024 BID COMPARISON – FEBRUARY

Rank	BID	Spend	YOY	Transactions	Av. Transaction value
1	CBD	\$146,752,784	+10.2%	3,178,353	\$46.17
2	Manukau Central	\$84,321,363	+5.4%	1,460,861	\$57.72
3	DTLB	\$66,263,262	+4.6%	1,545,666	\$42.87
4	Albany	\$64,428,934	+0.6%	1,090,523	\$59.08
5	Botany	\$60,533,449	+5.9%	1,093,771	\$55.34
6	Newmarket	\$56,915,022	-2.4%	872,827	\$65.21
7	Westgate	\$55,965,809	+7.4%	844,352	\$66.28
8	Pukekohe	\$55,130,675	+4.8%	868,011	\$63.51
9	Mt Wellington / Sylvia Park	\$45,651,267	-1.9%	825,498	\$55.30
10	New Lynn	\$45,157,560	+1.7%	892,394	\$50.60

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2024 BID COMPARISON – PREVIOUS 12 MONTHS

Rank	BID	Spend	YOY	Transactions	Av. Transaction value
1	CBD	\$1,810,453,106	+11.1%	38,570,128	\$46.94
2	Manukau Central	\$1,090,986,182	+1.6%	18,564,997	\$58.77
3	Albany	\$847,351,461	-1.1%	14,214,891	\$59.61
4	DTLB	\$810,804,996	+1.2%	18,624,986	\$43.53
5	Newmarket	\$793,127,222	-4.9%	11,598,379	\$68.38
6	Botany	\$783,703,111	+1.5%	13,758,651	\$56.96
7	Westgate	\$718,758,446	+4.8%	10,651,819	\$67.48
8	Pukekohe	\$704,911,276	+4.3%	10,889,946	\$64.73
9	Mt Wellington / Sylvia Park	\$671,037,670	-0.1%	11,552,901	\$58.08
10	New Lynn	\$579,371,379	+3.4%	11,335,187	\$51.11

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FEB 24 MONTHLY CATEGORY OVERVIEW

	Newmarket	YoY	Ponsonby	YoY	Parnell	YoY	Takapuna	YoY	Pukekohe	YoY
Accommodation	\$1.3M	0%	\$397.4K	-12.8%	\$1.3M	0%	\$304.5K	+23.6%	\$9.7K	-38.2%
Apparel & Personal	\$14.1M	-5.4%	\$5.6M	+7.7%	\$1.8M	0%	\$3.2M	+3.2%	\$2.4M	+9.1%
Cafes, Restaurants, Bars & Takeaways	\$9.4M	+3.3%	\$10.3M	-1.9%	\$5.2M	+8.3%	\$6.7M	+4.7%	\$4.8M	-4.0%
Department Stores & Leisure	\$12.4M	-4.6%	\$1.6M	-11.1%	\$789.5K	-6.1%	\$2.0M	-9.1%	\$9.7M	+4.3%
Fuel & Automotive	\$5.6M	-1.8%	\$283.3K	-5.8%	\$1.2M	+9.1%	\$1.2M	+9.1%	\$8.8M	+12.8%
Groceries & Liquor	\$7.1M	+7.6%	\$4.5M	+2.3%	\$1.6M	+6.7%	\$1.5M	+7.1%	\$21.5M	+9.1%
Home, Hardware & Electrical	\$4.2M	-6.7%	\$921.6K	-7.8%	\$2.1M	+10.5%	\$395.1K	-45.5%	\$6.2M	-11.4%
Other	\$2.8M	-15.1%	\$460.5K	-5.9%	\$567.5K	-2.0%	\$184.7K	-52.8%	\$1.6M	+6.7%

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3 MONTHLY CATEGORY OVERVIEW (DEC – FEB 24)

	Newmarket	YoY	Ponsonby	YoY	Parnell	YoY	Takapuna	YoY	Pukekohe	YoY
Accommodation	\$3.4M	-15.0%	\$1.4M	-6.7%	\$3.8M	-5.0%	\$766.7K	+5.4%	\$18.2K	-42.4%
Apparel & Personal	\$54.5M	-11.7%	\$19.4M	+1.0%	\$6.1M	-1.6%	\$11.9M	0%	\$8.9M	+4.7%
Cafes, Restaurants, Bars & Takeaways	\$29.6M	-4.2%	\$32.5M	-5.8%	\$15.7M	-0.6%	\$21.0M	+1.0%	\$15.6M	-3.7%
Department Stores & Leisure	\$49.0M	-14.0%	\$6.2M	-15.1%	\$2.9M	-14.7%	\$7.4M	-18.7%	\$35.7M	-2.7%
Fuel & Automotive	\$15.8M	-8.6%	\$795.9K	-6.0%	\$3.2M	-3.0%	\$3.2M	+6.7%	\$26.1M	+4.0%
Groceries & Liquor	\$22.6M	+4.1%	\$14.9M	+1.4%	\$5.0M	-2.0%	\$5.0M	+2.0%	\$70.0M	+7.5%
Home, Hardware & Electrical	\$14.4M	-16.8%	\$3.4M	-19.0%	\$6.8M	-2.9%	\$1.5M	-42.3%	\$22.2M	-10.8%
Other	\$8.3M	-9.8%	\$1.3M	-13.3%	\$1.6M	-23.8%	\$566.2K	39.9%	\$4.5M	+4.7%

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All data sourced from MarketView Reports 2024

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